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n 1970, Japan's comic magazine industry was divided roughly into two types of publications. One was for juvenile readers, from children up to middle teens. The other was for an adult audience consisting mainly of young salaried workers.

Kodansha, Ltd., one of the country's largest publishers, felt that there was an intermediate group being missed: high school and college students, a readership sensitive to new trends developing in film, music, fashion, all forms of the arts

and entertainment.

Young Magazine, a 300 page biweekly, was designed for this potential audience. But finding exactly the right material to capture the imagination of a new readership proved difficult. For two years Young Magazine struggled. During this time, it attracted the interest of artist-writer Katsuhiro Otoma.

Since the publication of his first work in 1973—adapting the short novel Mateo Falcone by Prosper Merimee—Otomo's reputation had steadily grown, based on a number of unique ago in a number of unique ago in the steady of the st

with fantasy and sciencefiction themes, many with slice-of-life contemporary drama; all had a visual spirit and rhythm that reflected Otomo's feelings for new wave cinema and modern jazz.

With the publication of **Domu** in 1983, Otomo enjoyed his greatest success. This 230 page comic — which centers upon a conflict between two dwellers in a modern day high rise apartment complex, an old man and young girl, each possessing deadly psychic powers—became a best seller and went on to win Japan's science-fiction Grand Prix for story of the year (previously this prize had only been awarded to novels).

The success of **Domu** and

The success of **Domu** and reactions to an earlier work— the still to be completed series, **Fireball**—dealing with a human versus megacomputer theme, led Otomo to consider doing an even larger scale science-fiction story.

The story was **Akira**. And because he liked the new direction it was taking. **Young Magazine** was where Otomo chose to present this major work, which, when complete, would be a six volume graphic novel.

novel.

Reader reaction to the first 25 page segment of the series to appear in Young Magazine was overwhelming. The material broke with tradition and touched a nerve, Circulation began to rise. The new audience had been found. Today there are about half a dozen titles like Young Magazine. Young Magazine and two others have a circulation of over one million, Traditionally in Japan, a

comics series first appears in installments in a weekly or biweekly magazine. When sufficient material has been published, the series is then collected into a book edition. Usually this would be about 240 pages and in a format that

is a little bit larger but still similar in size to an American paperback book, Here too, **Akira** broke with tradition.

The first Japanese book edition was in a format closer in dimension to the magazine size labout the height and

width of one of our comic books) and contained 360 pages. The title and author's name appeared on the cover in English; no Japanese lettering was used. The format and style grew out of Otomo's own

concept of making the book edition similar in feeling to American comics. Book designer **Akira Saito** worked closely with Otomo to achieve this goal. Initial fears from Kndansha's Sales Division

closely with Otomo to achieve this goal. Initial fears from Kodansha's Sales Division over the wisdom of the design and packaging of the book faded as advance orders.

began to pour in. What was

originally slated to be a 30,000

print run eventually shot up to

nearly 300,000 copies. The

first book edition of **Akira** became a number one bestseller.

That was in September of 1984. Three other volumes

have come out each year since then. All have had the same sort of phenomenal reception. The fifth volume is complete, and will shortly see print. With print runs now at about half a million copies each, the

completed saga of Akira will

have a total of two and a half

million copies in print.

And that's not really the end.

Otomo, in addition to his comics work is a designer of TV commercials for clients such as Suntory, Canon, and

Honda, and acted as director, scenarist, designer, and illustrator on an animated film of **Akira** that has been playing

of **Akira** that has been playing the United States this year. Otomo has also been very

involved in the production of the English language version of **Akira** since this is the first time that his work has appeared in the United States in translation and also the first time it has appeared completely in color. His own studio, **MASH ROOM Co.**, **Ltd.**, prepares the adjusted

reproduce (Japanese comics are originally done to read from right to left and their dialogue balloons and sound effects are designed for lettering that reads vertically). Through Kodansha's editors in New York and Tokyo with

artwork from which we

the material at each stage of development, providing notes on the script adaptation by **Jo Duffy** and furnishing color guides to **Steve Oliff**, who was his personal choice for colorist on the project.

whom we work. Otomo sees

This concern for all phases in the production of his work is certainly one of the factors in making **Akira** the phenomenon that it was for Japanese readers. The other factors are surely the artistry and excitement that is brought to the

telling of the story. Now, thanks to **Katsuhiro Otomo** and **Kodansha, Ltd.**, American readers can at long last share in that phenomenon.

KATSUHIRO OTOMO

writer/illustrator

YASUMITSU SUETAKE

chief assistant to Mr. Otomo

MAKOTO SHIOSAKI SATOSHI TAKABATAKE

assistants to Mr. Otomo

HIROSHI HIRATA

designer, AKIRA callograph

AKIRA SAITO

designer, Kodansha edition

Kodansha Ltd.

YOKO UMEZAWA With LINDA M. YORK

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JO DUFFY

english adaptation

STEVE OLIFF

colonst

MICHAEL HIGGINS

letterer

HECTOR COLLAZO

VINCE EVANS

ROBERT CAROSELLA

production

MARK CHIARELLO

editorial assistant, Epic edition

ARCHIE GOODWIN

editor, Epic edition

he Third World War began in 1992 with the explosion of a new type bomb over Japan. Thirty-eight years later, the world is at last recovering. But in Neo-Tokyo, near ground zero of the original destruction, a strange encounter takes place. Kaneda—young, restless, committed to defying authority—nearly runs down a child with his motorcycle. A child with the wizened face of an old man. A child with powers beyond physical science. The child is Number 26. He is the harbinger of deadly events that sweep Kaneda into a struggle between powerful and secret forces. At the center of this struggle is something feared and prized for the potential to shake the recovering world, Someone or something known only as... AKIRA.

KATSUHIRO OTOMO'S

